Objective

Your task is to use the provided dataset to reveal compelling insights. We encourage you to approach this with creativity, analytical rigor, and attention to detail.

Dataset Description

The provided dataset offers a detailed snapshot of transactional activities across major grocery retailers. It encompasses crucial information including transaction IDs, customer IDs, merchant details, transaction descriptions, dates, and transaction amounts. You are not bound by any predefined questions or hypotheses – we want to see what catches your eye and what you believe is worth highlighting.

Submission Guidelines

Your analysis should be submitted in a clear and concise report format. Please include any workings/code/calculations that you use throughout your process.

You have the flexibility to use any tools or programming languages you are comfortable with. We're more interested in the quality of your analysis than the specific tools you use.
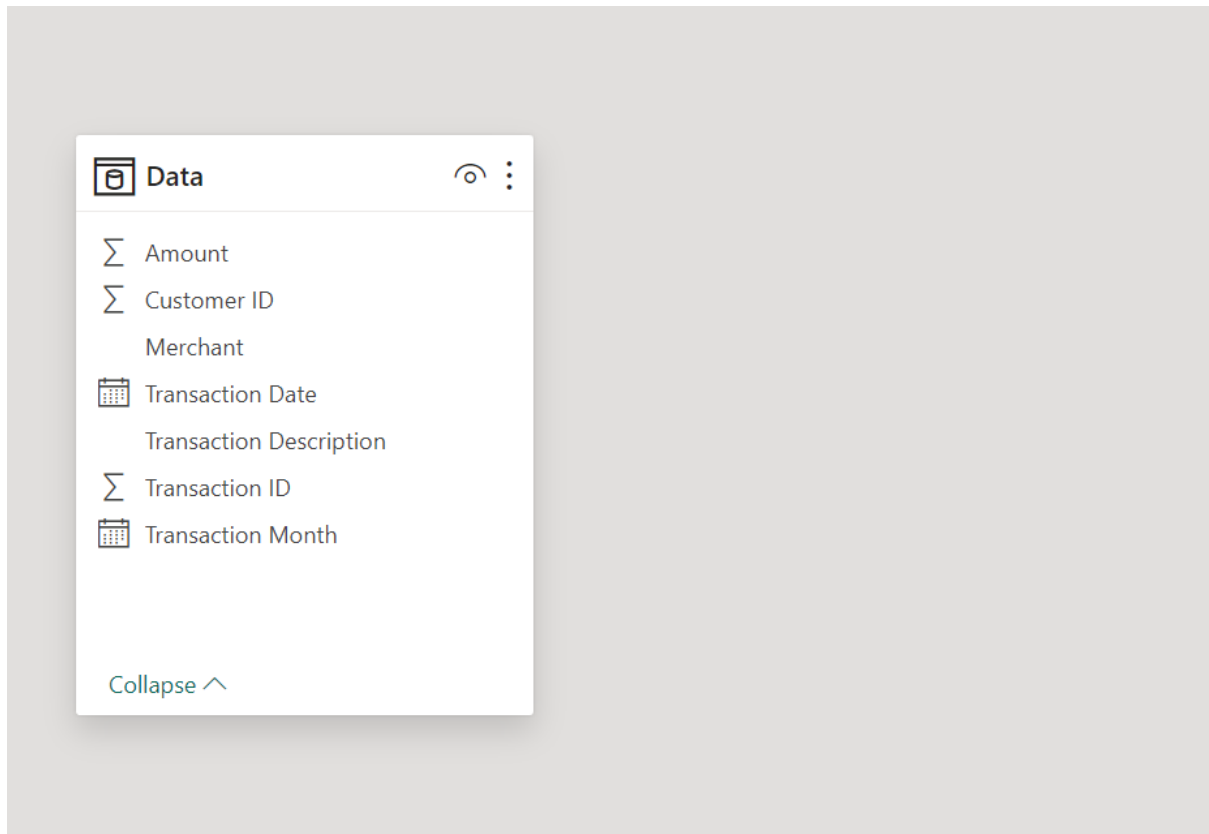
In terms of output, 2 - 3 graphs with 3 - 5 meaningful insights on the data are more than enough.

What we'd love to see

- Creativity and originality in exploring the dataset.
- Demonstrated proficiency in data analysis techniques.
- Clarity and coherence in presenting your findings.
- The depth of insight derived from the data.

Best of luck with your analysis, and we look forward to the insights you extract from this invaluable dataset!
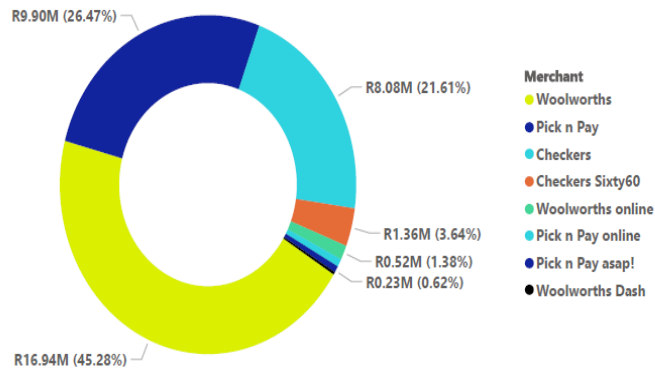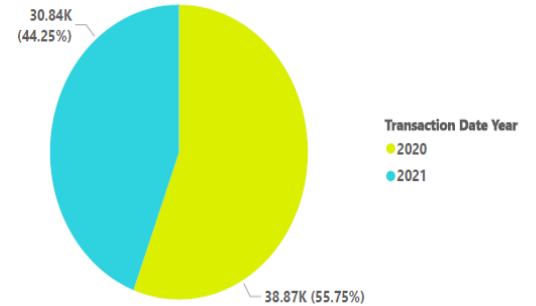
Created by Lehlohonolo Tladi

Data Model:

Data

Σ Amount
Σ Customer ID
Merchant
Transaction Date
Transaction Description
Σ Transaction ID
Transaction Month

Collapse ∧

Report:

Year
All

Sales amount for Merchant

R9.90M (26.47%)

R8.08M (21.61%)

Merchant
- Woolworths
- Pick n Pay
- Checkers
- Checkers Sixty60
- Woolworths online
- Pick n Pay online
- Pick n Pay asap!
- Woolworths Dash

R1.36M (3.64%)
R0.52M (1.38%)
R0.23M (0.62%)

R16.94M (45.28%)

Transactions per Year

30.84K (44.25%)

Transaction Date Year
- 2020
- 2021

38.87K (55.75%)

Number of Customers per Merchant

Merchant ● Checkers ● Checkers Sixty60 ● Pick n Pay ● Pick n Pay asap! ● Pick n Pay online ● Woolworths ● Woolworths Dash ● Woolworths online

2020   2021

Month

3
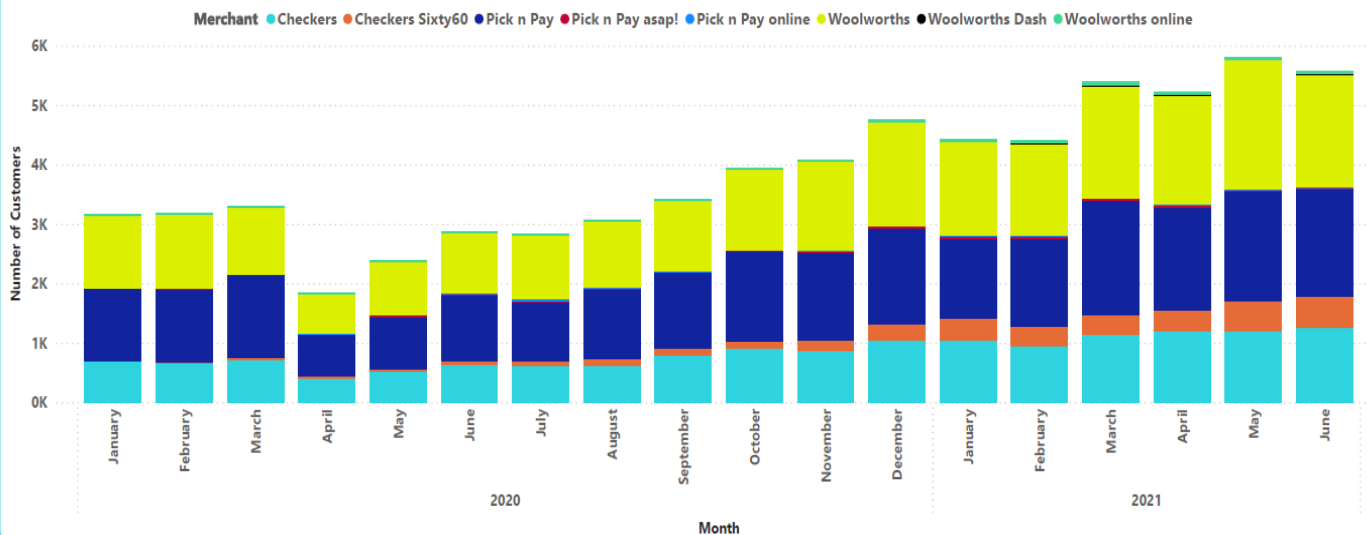
Insights

- There is significant increase in the number of Checkers Sixty60 customers between the year 2020 and 2021, meaning a good number of people are moving towards ordering grocery online using Checkers Sixty60.This could also mean that in terms of ordering grocery to be delivered to your home, the peoples favorite is Checkers Sixty60.
- Woolworths has the highest number of customers, followed by Pick and Pay then Checkers. The reason could be that people love the shopping experience they get while shopping in-store.
- Although Checkers seems to have less customers compared to the other two retailers, this doesn't mean they are not doing well. This is because they have more customers who prefer grocery delivery via Sixty60, which is also part of Checkers.
- Woolworths totals Sales revenue across the year 2020 and 2021 is more than Pick and pay and Checkers.
- In the year 2020 in April, there was a significant decline in sales across all the merchants then sales started picking up in May 2020.Thereafter there was an overall increase in sales across all merchants.
- The most favored grocery delivery merchant is Checkers Sixty60 followed by Pick n Pay then Woolworths.